



CORPORATE RESPONSIBILITY AND SUSTAINABILITY

Course code	GRAV034
Course title	<i>Corporate Responsibility</i>
Type of course	<i>Compulsory</i>
Level of course	<i>Graduate</i>
Department in charge	<i>Graduate school</i>
Year of study	<i>1st</i>
Semester	<i>1st</i>
Number of credits	6 ECTS; 36 hours of class work, 124 hours of self-study, 2 hours of consultations (distant or direct form)
Lecturer	<i>Assoc. Prof. Dr. Maik Huettinger</i>
Email of the lecturer	maihue@ism.lt
Date of the course	<i>Fall Semester</i>
Prerequisites	<i>Undergraduate studies in social science</i>
Form of studies	<i>Consecutive (evening)</i>
Teaching language	<i>English</i>

ANNOTATION

The course will deal with the question of who is responsible for the ethical behavior in business. The dominance of US based literature, has suggested the concept of Corporate Social Responsibility as the main doctrine. However, considering the historical, economic and political context – the situation in Europe is fundamentally different. Unlike in the United States, the question of philanthropy plays only a minor role in Europe. On the other hand, the question of social, legal, environmental, and economic responsibility – within the context of a welfare state – dominates daily business life. The course will therefore take a more holistic approach – and concentrate on the question of how Corporate Responsibility has to be handled in an international context. The main focus will be on stakeholder theories, as well as on the role of NGOs, consumer perception, and the government.

Course Aims and Objectives

The aim of the course is to raise awareness for the participants that corporations have a responsibility towards all stakeholders – not just towards increasing shareholder value. The drivers of CSR will therefore be discussed in an international and intercultural context.

Learning Outcomes

Course learning outcomes (CLO)	Study methods	Assessment methods
CLO1. To analyze the forces which are driving CSR in the European context	Lectures, seminars, self-study, group work	Participation, case analysis assessments, final exam
CLO2. To evaluate the impact of the government and the capitalistic system on the role of the corporation in a society	Lectures, seminars, self-study, group work	Participation, case analysis assessments, final exam
CLO3. To understand the philosophical background of current CSR theories	Lectures, seminars, self-study, group work	Participation, case analysis assessments, final exam
CLO4. To apply CSR concepts in practical business situations	Lectures, seminars, self-study, group work	Participation, case analysis assessments, final exam
CLO5. To develop critical thinking and problem-solving skills	Lectures, seminars, self-study, group work	Participation, case analysis assessments, final exam

Quality Assurance Measures

The lecturer will apply multiple teaching methods to keep the students engaged in the topic (case studies, videos illustrating innovation, guest lecturers). Continuous student feedback will be encouraged and accommodated to continuously improve the class experience.

Assessment methods

FALL SEMESTER 2019/2020

Assignment	Expected hours of self-study in advance	Class hours	Final grade, %
Participation	14 (2 hours for reading each case)	28	20 %
Company Presentations	30 hours	8	30 %
Final Exam	80 hours	0	50 %
Total:	124 hours	36 hours	100%

The final exam will account for 50% of the final grade:

The final exam will cover all topics of the lectures, as well as the listed cases.

20% of the final grade will be given for active participation in the case-study discussions:

Students will be informed in advance; which cases have to be read (prepared) for the following case-study discussions. Reading the case studies for the class discussion is obligatory. Students not regularly participating in class/ case discussions will be graded with a “zero”. Alternative assessments (“additional assignments” instead of taking part in some of the sessions) are not permitted (see study regulations),

30% of the final grade will be given for the “company presentation”

Students will be grouped in teams of 3-4. Team members will prepare (outside of class) a presentation of the CSR policy of an assigned company. Moreover, students will have to act as consultants – and provide strategic CSR recommendations

Course Content

LECTURE	CONTENT
1	A: Introduction to the course and aligning expectations B: Case Session: <i>Uber and the Ethics of Sharing</i>
2	A: Theoretical Foundations: Ethics & Philosophy B: Case Session: <i>Volkswagen’s Emissions Scandal</i>
3	A: Theoretical Foundations: Capitalism and Ethics B: Case Session: <i>FIJI Water and CSR- Green Makeover or Greenwashing</i>
4	A: Defining and Understanding of Corporate Social Responsibility B: Case Session: <i>IKEA in Russia – Ethical Dilemmas</i>
5	A: Applying Corporate Social Responsibility B: Case Session: <i>Defining the purpose for Borussia Dortmund GmbH & Co. KGaA</i>
6	A: Managing Stakeholders and Corporate Social Responsibility B: Case Session: <i>Coffee Cup Woes: Starbucks’ Environmental Sustainability Challenge</i>
7	A: Corporate Social Responsibility – nothing else than a Myth? B: Case Session: <i>Nestlé’s Creating Shared Value Strategy</i>
8	A: Presentation Session 1 - CSR strategies of selected corporations
9	A: Presentation Session 2 - CSR strategies of selected corporations

Course requirements

Learning methods

The course is designed to achieve its aims through a combination of lectures and interactive case-study sessions. The lectures are designed to encourage active participation, co-operative and creative work, interactive communication and critical thinking.

Readings and cases

Students will be informed after each lecture, what parts are relevant for the exam. This includes case studies as well as course materials. Literature for this course is categorized the following:

- ‘Required readings’ = Readings which are obligatory to read for the exam.
‘Optional readings’ = Students may consider the recommended literature for a better understanding of the topics covered in the lecture.

REMARKS – IN ADDITION TO THE ISM REGULATIONS OF GRADUATE STUDIES

The instructor reserves the right to choose the **form of the exam** (multiple choice/ open answer questions/ essay).

- For each seminar, **a paper will have to be read by students in advance.**
- Attendance and participation** in the lectures and seminars are not obligatory, however strongly recommended. Studying solely from slides/ course book is not considered to be a sufficient preparation for the exam.
- If final (cumulative) mark of the course, including final exam score, is insufficient, students will be allowed to exercise their **right of retake**. The retake exam will cover all lectures and case-discussion topics discussed in class during the

course. This retake examination **will replace the 50% of the final exam**. Acquired scores from all assignments will be summed up and the final (cumulative) grade will be given.

D. Specific rules apply for in-class presentations.

- a. Presentations can neither be re-scheduled nor be retaken. Students failing to sign up for a presentation or failing to show up for the presentation, will be allowed to submit an individual written paper on a given topic at the end of the course. (minimum 1200 -1500 words/ proper APA standards/ specific rules apply).
- b. In case of serious reasons, individual students may be allowed to switch with another student. Students are responsible for arranging the changes and must inform the lecturer MINIMUM 1 week in advance.
- c. Within one week of the day of the presentation, each group will receive an evaluation via email.
- d. 1 (grade) point will be deducted for submitting the presentation slides after deadline.
- e. Students are asked to follow the presentation guidelines, presented during the first seminar.

Required readings:

1. Crane, A., Matten, D., & Spence, L. (Eds.). (2013). *Corporate social responsibility: Readings and cases in a global context*. Routledge.
 2. Crane, A., Matten, D., Glozer, S., & Spence, L. (2019). *Business ethics: Managing corporate citizenship and sustainability in the age of globalization*. Oxford University Press.
 3. Chang, H. J. (2012). *23 things they don't tell you about capitalism*. Bloomsbury Publishing USA.
 4. Fleming, P. (2012). *The end of corporate social responsibility: Crisis and critique*. Sage.
 5. In addition, various papers will be provided to students during the course. The instructor will ensure that students will have access to them:
 - a. Friedman, M. (2007). The social responsibility of business is to increase its profits. In *Corporate ethics and corporate governance* (pp. 173-178). Springer, Berlin, Heidelberg.
 - b. The Economist (2005). The good company. *The Economist*, 374(8410).
 - c. Porter, M. E., & Kramer, M. R. (2011). The big idea: Creating shared value, rethinking capitalism. *Harvard business review*, 89(1/2), 62-77.
 - d. Porter, M. E., & Kramer, M. R. (2006). The link between competitive advantage and corporate social responsibility. *Harvard business review*, 84(12), 78-92.
- Crane, A., Palazzo, G., Spence, L. J., & Matten, D. (2014). Contesting the value of "creating shared value". *California management review*, 56(2), 130-153.

Optional readings:

1. Cannon, T. (2012). *Corporate responsibility*. Pearson Higher Ed.
2. Chryssides, G. D., & Kaler, J. H. (1993). *An introduction to business ethics*. Cengage Learning EMEA.

NB. Because the course deals with rather dynamic knowledge domain, a certain proportion of the lecture and seminar material for the course will be handed out in class or indicated for downloading from the ISM intranet or the Internet. This is to assure up to date actuality of the course topics. Class notes (slide handouts) and certain assignments will be prepared for each class and available for downloading AFTER the respective class session. The class notes (slides) are the intellectual property of teaching instructor. Students may not distribute or duplicate these notes without his written consent.

A few of the classes might present visual or audio content that can make some people uncomfortable. While the intention for the use of such a content is for educational purposes, I completely understand if a student needs to leave the room for a few minutes. I trust everybody to use this with responsibility- If there is anybody who needs to talk to me about this matter, feel free to do so after class or at any point during the semester.

It is strictly forbidden to record any lectures without the written consent of the lecturer, as well as of all participants (see GDPR regulations on data protection).